



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

## Contract # 326555

Schedule Dates 08/14/12-08/20/12  
Advertiser Smith, Tom/R/SEN/PA (15776)  
Agency SRCP - Stevens Reed Curcio & Potholm (2056)  
Product Political - Federal Candidate (1067)  
Brand POL/T SMITH/R/SEN/PA (114155)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 11/15/196  
Account Types National/Political  
Billing Type Standard  
Comments SMITH :30 8/14  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 08/13/12  
Last Modified 08/14/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06275053  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,181.25  
Net Total \$23,693.75  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Aug. 2012 44 \$27,875.00  
Grand Total: 44 \$27,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	10A- Ellen			1	1	1	1			4	\$325.00	\$1,300.00	Pittsburgh (WPXI)	ELLEN/1	8/13/12
2.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/2	8/13/12
3.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	11:59A- Channel 11 News At Noon	2		X	X	X	X			2	\$275.00	\$550.00	Pittsburgh (WPXI)	NOON NEWS/3	8/13/12
4.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	4P- Judge Judy 4p			1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/4	8/13/12
5.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5P- 5:30P (EST)	2		X	X	X	X			2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/5	8/13/12
6.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1	1			4	\$700.00	\$2,800.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/13/12
7.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:59A- Channel 11 News 6am			1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/7	8/13/12
8.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/8	8/13/12
9.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	7A- Today Show			1	1	1	1			4	\$525.00	\$2,100.00	Pittsburgh (WPXI)	TODAY 7-9A/9	8/13/12
10.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	7:30P- WHEEL OF FORTUNE	1		X	X	X	X			1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	WHEEL 730-8P/10	8/13/12
11.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	9A- Today Show 9a	3		X	X	X	X			3	\$350.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 9A-10A/11	8/13/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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### Agency

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### Product

Political - Federal Candidate (1067)

### Brand

POL/T SMITH/R/SEN/PA (114155)

### Salesperson

Telerep/Washington DC, Washington DC (1040)

### Sales Office

Telerep/Washington DC

### Buyer Name

VONDERHEID,BETSY

### Phone/Fax

/

### CPE

11/15/196

### Account Types

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## Pittsburgh (WPXI)

By Broadcast Month Spots Rate

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Grand Total: 44 \$27,875.00

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12.0	Normal Line / Spot	08/15/12-08/16/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1				2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/12	8/14/12
13.0	Normal Line / Spot	08/15/12-08/17/12	5	:30	7A- Today Show				1	1	1			3	\$525.00	\$1,575.00	Pittsburgh (WPXI)	TODAY 7-9A/13	8/14/12
14.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	4P- Judge Judy 4p		1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/4	8/13/12
15.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	5:58P- Channel 11 News At 6pm M-F		1							1	\$700.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-630P/6	8/13/12
16.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	5:59A- Channel 11 News 6am		1							1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 6-7A/7	8/13/12
17.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	7A- Today Show		1							1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY 7-9A/9	8/13/12
18.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	LATE NEWS/12	8/14/12
19.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	7A- Today Show		1							1	\$525.00	\$525.00	Pittsburgh (WPXI)	TODAY 7-9A/13	8/14/12
20.0	Normal Line / Spot	08/19/12-08/19/12	5	:30	11P- Black & Gold Zone								1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	BLK & GOLD 11-1135P/14	8/14/12

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